

Heimtextil 2022: Colour, Material & Finish

Wellness textiles, leather alternatives and tactile tufting are some of the key directions to emerge from Heimtextil's Summer Special show

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Executive summary



WGSN reports on the top trends from the trade show:

- **Wellness in the bedroom:** innovative mattress designs and duvets help support sleep-deprived consumers and soothe body aches
- **Shift to localism:** with supply chain delays ongoing, we highlight brands and mills that [#LeverageTheLocal](#)
- **Sustainability signage:** certifications and the sustainability efforts of brands were communicated clearly on displays
- **Nature's reserves:** botanical dyes and eco-printing are tested using plant and food waste, while leather alternatives include orange and cactus peels
- **Healthy naturals:** hemp, cotton, silk, Cork-A-Tex and Tencel are key plant-based materials supported by certified bodies
- **Washed-out effects:** faded denim looks give home textiles a comforting, lived-in look
- **Ruches and crinkles:** retracted textures are created via ruche and seersucker techniques, adding dimension to surfaces
- **Rhythmical stitch:** running stitches offer a quiet pattern, either in a utilitarian theme using single-tone threads, or in modern, multicoloured renditions
- **Fil coupé:** small tactile details embellish motifs on cotton voiles and bedding
- **Tufted and tactile:** hyper-tactile qualities emerge via [#FunFringing](#) and cutout reliefs
- **Decorative borders:** passementerie details upgrade textile basics

Analysis

Heimtextil returned in June with a Summer Special edition, hosted in parallel with Techtextil and Texprocess.

The exhibit was approximately 50% smaller than the usual January edition, however it was clear that brands, suppliers and manufacturers were pleased to return and interact IRL.

Key topics of interest included discussions around a shift to localism due to ongoing supply chain issues, a conference titled Sleep & More, and stands being vocal about their sustainability progress. Pictured here, visitors were invited to make yarn wraps from the A/W 22/23 colours featured in the show's Trend Forum.

"The textile industry remains a high-growth market that needs face-to-face interaction"

– Olaf Schmidt, Vice President, Textiles & Textile Technologies, Messe Frankfurt





Wellness in the bedroom

Wellness came to the fore of many brands' messaging and product launches, with consumers investing in better sleep.

Scientific research into minerals and stones stands out. Ted Bed has European patented Ambra foam in its new mattress: the crushed amber is held in the top layer and is designed to offer a naturally anti-toxic and anti-stress remedy to help relieve pain in the body.

BestLife Sleep's lava stone diffuser clips on to the corner of a pillowcase. Rich in minerals, the natural porous stone holds the essential oil for long periods of time and releases it continuously for a relaxing sleep.

A new foam mattress by MLILY contains a dense layer of bamboo charcoal, which is designed to create a surface that regulates moisture, odour and temperature, all while adapting to the body's micro pressure points. The ReCharge duvet set from Indo Count is infused with negative ions to improve air quality to create a healthier environment for sleeping.

Investment in smaller price-point products is also key. Smart Sleep's ergonomic relief pillow supports the neck and stabilises the spine. The integrated air channels make it great for temperature control, and the design is also highly resistant to mites and germs. Elevate the sleeping experience of consumers by offering matching eye masks and pillowcases, as seen in Seidenweber's 100% silk set.

Shift to localism

With ongoing supply chain issues, exhibitors focused on hyper-local production, and connecting with local manufacturers and mills.

On this page, we call out a selection of brands that #LeverageTheLocal. Specialising in upholstery and decorative fabrics, Lithuanian brand Audejas sources its hemp yarn content from Lithuanian OEKO-TEX company Natural Fiber.

The Portuguese Home Tex'Style stand showcased several different mills and producers working and designing in the country, making it a great place to connect and discover what products are available from various regions.

Based in Tunisia, Mediterra Weavers is a group of four companies that operate together in multiple factories, focusing on basic and jacquard weaving. Working together, the brand promotes heritage techniques applied to a modern context.

This way of working opens a wide scope of product opportunities and will be key for 2024. Get one step ahead and find ways to enter local collaborations or long-term partnerships.





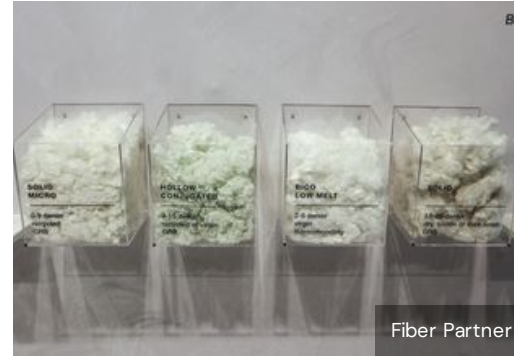
Naturtex



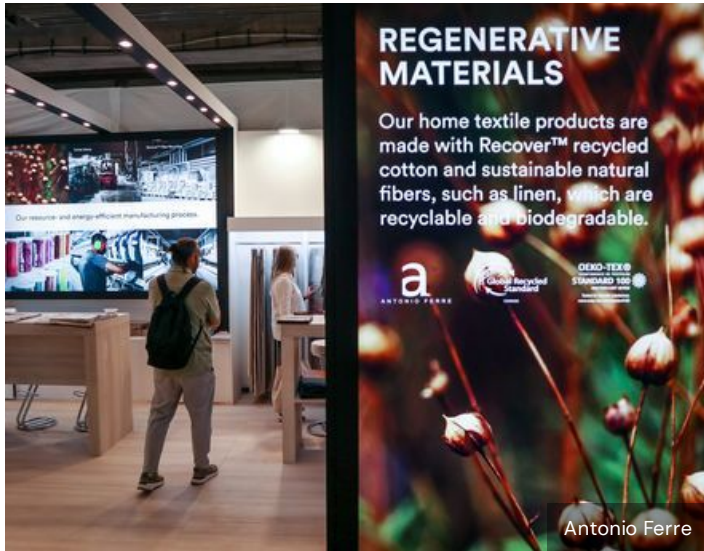
Lenzing



Milly



Fiber Partner



Antonio Ferre



Turkuaz Tekstil



Interscalit

Sustainability signage

Sustainability was a big callout, with brands upscaling signage and stand designs to catch the attention of visitors.

Exhibitors shared more insight into their production cycles to show full transparency via short-run videos, large print graphics and scannable QR codes. Birla Cellulose shared percentages of how much energy and water consumption it saves in its latest Birla Spunshades towels: the towelling includes Colour-Lock technology to make it fade-resistant, ensuring colour consistency across ranges.

Fibre Partner showed examples of treated materials to help visitors understand how applicable its product is in different fibres and formats across bedding. Its PrimaLoft Bio technology enables polyester to biodegrade back into nature once it reaches the end of its life.

Naturtex, which recycles down and feathers extracted from post-consumer goods and uses them for bedding, had a stand made entirely of flatpack cardboard, making it easy to transport from one event to the next.

Nature's reserves

Interest in botanical dyes and bio-based materials continues to expand into home textiles, as consumers seek more naturally made products.

Featured as part of the Trend Forum, a team from VIA University College researched plant-based dyes by extracting colours from food waste. The team was challenged to test colour fastness from onion skins, avocado skin and seeds on a range of materials, including wool, silk and cotton. Working on a production scale, brands such as Indo Count and Lasa Home highlight duvet sets dyed with almond shells and beetroot.

Turkish designer Berna Acar explored natural dyeing, which is deeply rooted in her heritage, by using locally foraged plants on natural fibres, as a way to experiment with eco-dyeing and eco-printing methods.

Responsible leather alternatives are emerging as brands and suppliers search for vegan solutions. Ohoskin is a cruelty-free material made from orange and cacti byproducts with a similar texture to cowhide. Peel by Monteiro Fabrics is made from collected chestnut skin waste, which is milled into a fine powder and mixed with a paste to form a smooth upholstery material.





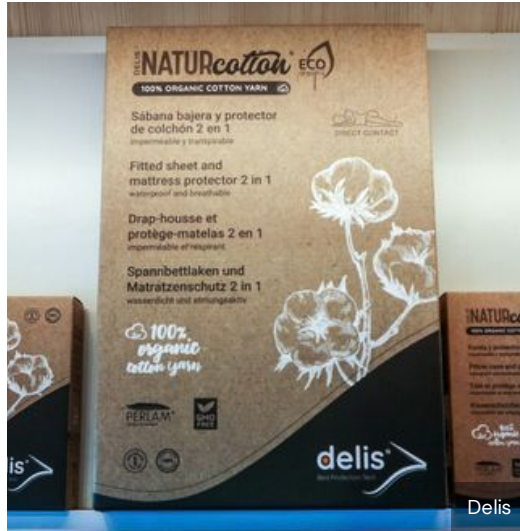
Rafias Pri-sm



Molteni & C



Sanodor



Delis



Texteis Penedo

Healthy naturals

As consumers expect responsibly farmed fabrics that are kinder to their skin and the planet, demand for certifications continues to grow.

Têxteis Penedo and Sedacor are working together with Cork-A-Tex, a fibre spun with cotton and cork waste. The material combination means the woven is breathable, hypoallergenic, warming and super-soft, making it suitable for bedding and home textiles.

The two-in-one fitted sheet and mattress protector by Delis is GMO Free and includes a waterproof PERLAM system that repels water and moisture, allowing the skin to breathe through the fabric for a comfortable experience.

OEKO-TEX was the most commonly identified logo used by exhibitors. Examples on this page include bedding manufacturer Sanodor, which specialises in a variety of natural fibres including flax, cotton and wool. Mudis adheres to the bio-ecological standards of GOTS in its production processes, right down to the final product. It uses natural fillings, including spelt husks, millet shells, pine shavings and lavender in its pillowcases, and now offers refillable packs.

Washed-out effects

Reported as a key trend at Salone del Mobile 2022, distressed textiles also emerged at Heimtextil, resulting in faded finishes.

Brands are developing stonewashed looks with a lived-in quality. Trishulin Overseas uses an enzyme wash to create a softer finish in its handmade macramé cushion covers.

Develop indigo-inspired blues to bring an artisanal quality to your collection. Experiment with applying this direction to a variety of material densities and colours. Pacific Home Fashion's orange bed throw has a subtle ombré pattern and appears soft in its quilted structure. In contrast, Noman Terry Towels Mill uses a heavyweight cotton mix to give its product a more textural finish and look.

Opt for added softness in homewares by using post-consumer recycled cotton. Z & Z replicates the seams and details from jeans into its bedding sets to mimic a patchwork design.





Texteis Penedo



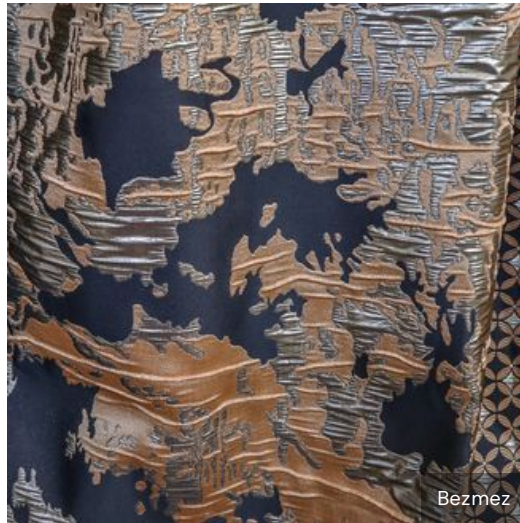
Colmaco



Yantai Pacific Home Fashion Co.



Reig Marti



Bezmez



Yantai Pacific Home Fashion Co.

Ruches and crinkles

Retracted textures gain traction via ruched and seersucker constructions.

Dimensional and creased surface textures add comfort and tactility to everyday textile goods. Techniques range from seersucker plains and waffle knits to crepe-like textures created via mechanical stretch methods.

Experiment with building highly tactile stories via layered heights in the fabric, as seen at Bezmez, which contrasted a dark ground with metallic accents to add depth to a cloqué jacquard drape.

Use bands of fabric to create exaggerated creases and volume in plain items: this is a great way to repurpose offcuts or end-of-line fabrics. Juxtapose patterns or create #CollageAssemblage, contrasting colours and textures, as seen at Pacific Home Fashion.

Rhythmical stitch

Reported as a key direction in our S/S 23 Textile Buyers' Briefing, handcrafted details add an individual look to homewares.

Quiet running-stitch designs add subtle structure to plain weaves, and are ideal for generating surface decoration. For a utilitarian look, staggered repeats work best, as highlighted in Colmaco Jacquard's grey- and charcoal-coloured throw. In contrast, Tal Raga Design makes spliced shapes and lines that intersect for a more decorative finish, and its seams are closed by a cross-stitch to emphasise the crafted aesthetic.

Another approach is to use a variety of coloured threads to develop a rhythmical design. Shivam Exports' rainbow-coloured lines upgrade monotone designs, while Barine features ombré embroidery yarns in its cushion covers.





Yantai Pacific Home Fashion Co.



Es Carpa



Yantai Pacific Home Fashion Co.



Harput Tekstil



dersiyon

Fil coupé

Small fil coupé weaves add micro tufting to embellish patterned textiles.

Small but impactful when on a large scale, this finish is highly marketable on light drapes and bedlinen. Dersiyon Tekstil's semi-transparent cotton-mix drape uses this technique in a micro repeat, which feels playful despite its orderly look.

Work this technique in all-over capacities, as seen in Harput Tekstil's dotted drapes, or use it to accent motifs in larger repeats, as seen in Joao & Feliciano's bedding.

This will be a key direction for upcoming S/S 23 bed and bath product development, so begin to investigate ways of building 3D-generated aesthetics via small crafted marks in mathematical repeats.

Tufted and tactile

#TexturalFusion designs remain a must-have trend as consumers seek characterful designs that relate to their personal taste.

Products with an everyday exuberance help uplift interior spaces, and exhibitors showed this via colourful hand- and machine-tufted designs.

Momtex Expo Limited's new spring/summer collection shows how tufting can be applied to pillowcases to make a statement in the bedroom, while curtain brand Telamor uses small tufted details to bring attention to its colour-blocked drapes.

Experiment with cut and cutout techniques in the construction of the weave to build dimension. Jaipur Rugs uses multiple pile heights and fringing within one design to increase the cosy factor underfoot. Take this approach to towelling or throws and use solid tones to allow the surface intervention to stand out, as highlighted in Sadaqat's bed throw.





Lasa Home



Küçükçalık Tekstil



Colmaco



Sara Textiles Limited



Biancoperla



HJL

Decorative borders

This year's edition saw brands using a broad application of trims and ribbons to decorate products.

Reported in our S/S 23 Soul Space forecast, lace-inspired and crochet details tap into our #BohemianStyle narrative, linking to traditional textile techniques. Try this for solid-coloured items such as bedding sheets and pillows to draw attention to the product's craftsmanship. Biancoperla and Colmaco Jacquard use restful pastels to support consumers wanting to create a wellness-driven interior for rest and relaxation.

This is relevant for upgrading towel collections, and also for adding an upmarket finish to products. Exhibitors used high-end details to generate a hotel-level experience: Lasa Home showed chenille in jewel tones, while HJL worked gold yarns into its bath towel borders.

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